

ANNUAL REPORT

KID Museum 2017–2018



TABLE OF CONTENTS

Reflections from Cara	3
Learning Philosophy	4
By the Numbers.....	5
Invent the Future Challenge.....	6
Coding Corps	8
Cultural Programs	9
Making Connections Work.....	10
Board and Leadership	11
Financials	13
KID Museum 2017–2018 Contributors.....	14

REFLECTIONS FROM CARA

Dear Friends,

From the moment we opened our doors, we’ve demonstrated the positive impact that hands-on, experiential learning has on a child — as well as a community.

This past year, our impact has grown exponentially. Thanks to a first-of-its-kind, district-wide partnership with Montgomery County Public Schools, we brought our invention programming to even more middle schoolers of all backgrounds and income levels.

We were able to measure that impact through a Harvard PEAR Institute study, showing that our students are making significant gains in critical thinking skills, perseverance, and STEM identity.

This year also marked a major step towards KID Museum’s permanent home (where we project we’ll serve up to 300,000 people annually), with the allocation of \$14.8 million by Montgomery County and the City of Rockville.

The County, the City of Rockville, MCPS, and so many others are confirming what we’ve known all along — that hands-on, maker-based learning experiences are not merely a nice-to-have, but a need-to-have that we cannot deny our children or our community.

Thanks to their support, as well as that of our many other partners, donors, and sponsors — and of course, our talented staff and volunteers — we’re making a real impact, providing our children with what they need to tackle life’s challenges and invent the future.



Cara

Cara Lesser
Founder & Executive Director

LEARNING PHILOSOPHY

At KID Museum, we believe that kids should take risks, work together, embrace failure, and pursue their passions. Our educator-developed “mind of a maker” is an anchor for our programming, instilling students with the social-emotional foundation they’ll need to learn new skills and conquer challenges — so that one day, they’ll be prepared to **invent the future.**



BY THE NUMBERS



47%
field trip students from
high-needs schools



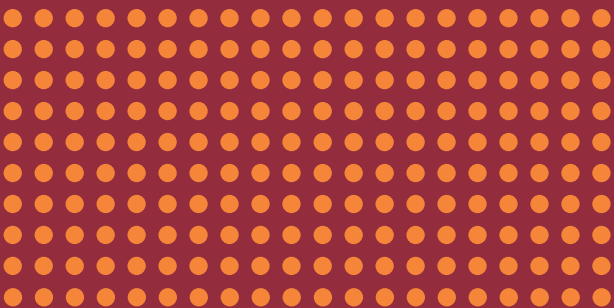
= 1000 people

55,000
people served annually
through all programming



= 1000 people

9,250
attendees at KID
Museum cultural events



200
school groups served at KID Museum
in the 2017–18 school year



= 1 Million Dollars

\$14.8M
allocated by Montgomery County &
City of Rockville for future home

HIGHLIGHTED PROGRAM

INVENT THE FUTURE CHALLENGE

In 2018, KID Museum launched a groundbreaking public-private partnership between KID Museum, Montgomery County Public Schools (MCPS), Montgomery County, and private sponsors.

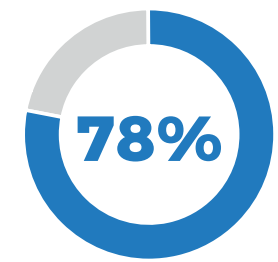
Over 500 middle school students took part in the Challenge this school year, the majority from low-income families and communities traditionally underrepresented in Science, Technology, Engineering, and Math (STEM) careers. Through hands-on, maker-based learning, small teams of students tackled some of our planet's biggest challenges — developing innovative solutions to the question: *What will you make to protect the planet?*

School groups participated in multi-visit skill-building workshops at KID Museum and prototyped their inventions through the year. Through the act of designing their own inventions, they learned to think critically, persevere through failure, collaborate with others, and solve problems with creativity and imagination.

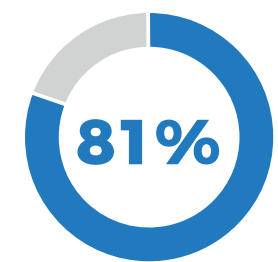
“Our partnership with KID Museum allows us to work together to prepare our children for the future workforce, where success increasingly depends upon creative problem-solving and innovative thinking.”

*Dr. Jack Smith, Superintendent of Schools,
Montgomery County Public Schools*

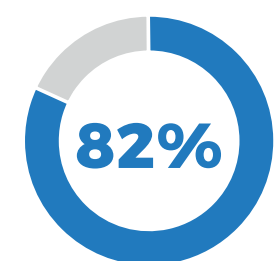
Harvard PEAR Institute study results based on students who participated in KID Museum's Invention Studio Program.



students gained skills in **perseverance**



students gained skills in **critical thinking**



students increased **science interest**

100
teams participated in the Invent the Future Challenge this year.

500+
students from 30 middle schools took part in the Challenge.

750
people attended the Challenge Summit: kids, family members, teachers, and local school and county officials.



HIGHLIGHTED PROGRAM

CODING CORPS

KID Museum’s Coding Corps trained dozens of high school students in coding and coding instruction this year. Coding Corps was created to bring coding to more elementary and middle school kids—both at KID Museum and throughout the community—while also providing leadership opportunities for high school students.

“**It was pretty amazing watching the kids who had never done programming before look at what their friends made and then become motivated themselves. They ended up making maze games, doing animation, and more. It was a really positive, shared learning experience.**”

Jason Skill, High School Coding Corps Member

HIGHLIGHTED PROGRAM

CULTURAL PROGRAMS

KID Museum’s cultural programs attracted thousands of people this year through the World of Montgomery Festival and Cultural Days at the museum. Each month, KID teams up with embassies and cultural organizations to explore different countries and traditions through hands-on activities, live performances, and food. These popular programs highlight diversity and what it means to be a global citizen.

“**You have to communicate with other people here; you share ideas. It’s fun being able to make what you imagine. We get to bring our projects to life.**”

Milan, 7th grade student, Argyle Middle School

HIGHLIGHTED PROGRAM

MAKING CONNECTIONS WORK:

KID MUSEUM’S IMLS-FUNDED RESEARCH

KID Museum is entering its second year of cutting edge research, in partnership with George Mason University and Montgomery County Public Libraries. *Making Connections Work* examines how children develop STEM skills, with the goal of developing best practices for STEM engagement. Funded by the Institute of Museum and Library Services (IMLS), this research explores how family members learn STEM skills when working directly with community experts.

“If a kid says ‘I want to make this,’ it’s never a question of whether they can do it. It’s more like, how can we do it? That can-do attitude is catching.”

Kanali, KID Museum High School Apprentice

BOARD & LEADERSHIP

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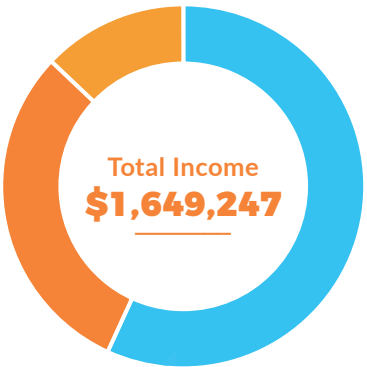
Morgan Sullivan
Jones Lang LaSalle

Brian Taff
Streetsense



FINANCIALS 2017

Income by Category



- Contributed Income: \$936,692 (57%)**
Corporate: \$171,816
Foundation: \$237,616
Government Grants: \$436,757
Individual: \$90,503
- Earned Income: \$496,818 (30%)**
- In-Kind: \$215,737 (13%)**

Functional Expenses



- Program Services: \$1,235,178 (83%)**
- Management and General: \$141,638 (10%)**
- Fundraising: \$103,886 (7%)**

Change in Net Assets

Net Assets End of Year	\$303,883
Net Assets Beginning of Year	\$135,338
Change in Net Assets	\$168,545

Cash and Cash Equivalents

End of Year	\$176,511
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KID MUSEUM 2017–2018 CONTRIBUTORS*

Corporations & Organizations

Arnold & Porter Kaye Scholer
Best Buy Foundation
Bozzuto
CDW-G
Central Japan Railway Company
Chantilly Auto Body
Children's Museum of Pittsburgh
Comcast
Curiosity Stream
Eagle Bank
Emergent Biosolutions
Hewlett Packard Enterprise
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Lockheed Martin
Lunii
Mom's Organic Market
Montgomery College
Pella Windows
Pepco, an Exelon Company
Rocks with Soul LLC
Ropes & Gray LLP
United Therapeutics
Whole Foods Market
Wilson Sonsini Goodrich & Rosati

Foundations

Bernard Family Foundation
The Arthur C. Clarke Foundation
The Community Foundation for
the National Capital Region
Folstad McUmber Charitable Fund
Glenstone Foundation
Greater Washington Community
Foundation

Samuel and Sylvia Kaplan Family
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Thai McGreivy, M.D. Memorial
Fund
Mead Family Foundation
The Lawrence B. Taishoff Family
Foundation
Tides Center
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George Wasserman Family
Foundation
Wilder-Taff Foundation

Government

Arts and Humanities Council of
Montgomery County
City of Rockville
IMLS/George Mason University
Montgomery County

School Partners

Bullis School
Green Acres School
Holy Trinity School
The Primary Day School
Washington Episcopal School
Whittle School & Studios

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Julie and Scott Zebrak

*Contributions of \$500+ made between September 1, 2017 and August 31, 2018



KID Museum thanks Montgomery County and Montgomery County Public Libraries, as well as our members, staff, apprentices, volunteers, partners, donors, and our Board of Directors.

KID Museum is proud to be chosen by the Catalogue for Philanthropy: Greater D.C. as one of the best nonprofits in the Washington, D.C. metropolitan area.



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